The Bottom Line

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Procter & Gamble: Changing the TIDE for Environmental Awareness

By Ilene Silberberg Frost

We all know that the Earth is one of the most widely discussed topics of the 1990s. "Save the Earth" and "You Gotta Have Park" are just a few of the new phrases permeating society. As MBA students, it is critical to be attuned to the environmental issues as they affect corporations. To help us all out on this issue, the new student club, MBAs for Greener Business, brought Procter & Gamble to campus.

Dr. Deborah Anderson, Manager of Environmental Quality Coordination, presented P&G's corporate environmental policy. Stressing that the environment is not a fad, but a long term critical issue, Dr. Anderson explained P&G's definition of "green" to over 70 students in Room 142.

One of P&G's strength is their ability to define and meet consumer needs. Dr. Anderson emphasized that the environment is a consumer need, and P&G will satiate it "better than everyone else". P&G is working to fully integrate environmental standards into all corporate activities, "form the CEO down". According to Anderson, a direct report to the company's Chairman and CEO is

minimize the latter two. They are striving to maximize utility, subject to political and regulatory constraints.

For all you who have heard of composting, but are afraid to ask what it really is, here is an explanation. Composting is a process by which garbage is converted to

compost, an organic matter that an be used as fertilizer. Typically, it takes three days for the garbage to decompose, and 90 days

Bankers Trust Aims for Global Leadership

By Sameer Aurora

The central theme of the Bankers Trust campus presentation, held on September 30, was the bank's drive for global leadership in the 1990s and beyond. The presentation was opened by Mr. John Murphy who informed the standing-room-only crowd that CBS was one of 3 "core" business schools that Bankers Trust recruited from. Over the last 4 years, the bank has hired 35 CBS MBAs, and the school now accounted for 1 per cent of the bank's total employee base.

The keynote speaker, Mr. Ed Lesser, Executive Vice President, and member of the Board of Directors, traced the evolution of Bankers Trust over the late 1970s and early 1980s from a middle-of-the-pack, money center bank, to a leading institution in the industry. He likened that process to the transformation the bank is currently embarking on to achieve a position of global financial leadership. Mr. Lesser compared the underlying forces that

been fostered. Mr. Lesser added that the bank's organization remains very decentralized to nurture internal entrepreneurial spirit, while at the same time collaboration and teamwork are encouraged. Bankers Trust, he said, had a clear pay for performance ethic, with a strong incentive for bonuses that include equity shares for rising senior employees.

CLIMB, CLIMB, CLIMB

By Todd Aiken

I am an adventurer, but in 1990, I embarked on an adventure which I did not expect to experience. In August, 1990, while training for the New York marathon, I was diagnosed with testicular cancer. In addition, I lost my wife in an unexpected divorce; was rear-ended in a serious car accident; was moved to a new office, then terminated after the bank I was working for closed its office and was on the brink of losing my house and filing for bankruptcy—all in one year! After my second operation, during which the surgeons removed all of the lymph nodes from my chest to my pelvis, I decided that I would make 1991 the best year of my life. I deserved it!

Prior to my diagnosis, I had entertained the idea of climbing the highest mountain on each of the seven continents, and in December, 1989, I climbed the first of the seven summits, Mt. Kilimanjaro (19,340) in Africa. At the time of my ascent, I was probably carrying my tumor, so I decided to continue my adventure and climb the other six summits with another cancer survivor from that continent to show that cancer is often a curable and treatable disease. I also heard Dick Bass, founder of snowbird Ski Resort and the first man to climb the seven summits, give an inspirational speech on the same day that I found out that I did not have to undergo chemotherapy. If I am successful, I will probably be the first cancer survivor to climb the seven summits.

I contacted Selma Schimmel, a cancer survivor and founder of VITAL OPTIONS, a center for support of young adults with cancer in Los Angeles. Selma was very supportive and enthusiastic about my idea. Together, we contacted Mark Richardson, a British testicular cancer survivor living in Australia, with the help of Dr. Michael Friedlander, an oncologist who is starting a support group similar to VITAL OPTIONS in Australia. On April 17, Mark and I climbed Mt. Kosciusko (7,310 ft)—only six months after my second cancer operation. This ascent may have been the first climb in which two cancer survivors from different continents stood together on the highest mountain in Australia. Two down!

Prior to my Australian trip, I sold my house without a real estate agent and made a profit. I also received my acceptance to Columbia Business School. Life is all right. With my profits, I wanted to climb Mt. Elbrus (18,481 ft), the highest mountain in Europe and in the Caucasus Mountains in the Soviet Union, with a Soviet cancer survivor. I contacted REI ADVENTURES with my goal. I knew that I was asking a lot from REI because the Soviet Union's policy on cancer is not to tell the cancer patient that one has the disease. Cancer is the unspoken disease in the Soviet Union. After several weeks, REI informed me that its Soviet contacts could not find a cancer survivor who would climb with me. The Soviets' response was that cancer survivors do not climb mountains. My response was that every cancer patient climbs a mountain. Instead of a cancer survivor, I would climb Mt. Elbrus with Alexander Elkonin, a Russian internal doctor from Moscow.

Prior to my departure to the Soviet Union, I was requested to fly home to Oregon—my mother was diagnosed with colon and rectal cancer! I stayed with my mother during her operation, but I did not tell her that I was going to the Soviet Union in four weeks because she would worry too much. On July 11, I climbed Mt. Whitney (14,494 ft), the highest mountain in the contiguous United States. I had hoped to climb this mountain with another VITAL OPTIONS participant, Linda Behshid, but she did not feel well enough after her bone marrow transplant.

On July 17, 1991, I flew to Warsaw then to Moscow where I met eight Americans and five Russians in the climbing party. The next day, we flew to Mineral Vody at the foot of the Caucasus Mountains. We started our acclimatization in The Baksam Valley (6,000 ft). We ascended the mountain slowly so that we would not contract altitude sickness which has taken the lives of many mountain climbers. We stayed in two huts (11,300 and 13,800 ft) on Mt. Elbrus. On July 29, we started our final ascent at 2:00 AM without a cloud in the sky. Ten hours later and with tears in my eyes, I stood on the summit of the highest mountain in Europe—possibly as the first cancer survivor to climb Mt. Elbrus and only nine months after my second cancer operation. Three down, four to go!

Next May, I would like to climb Denali (Mt. Mckinley) in Alaska with a Soviet cancer survivor and another North American cancer survivor After my graduation from Columbia, I would like to climb Mt. Vinnson in Antarctica, Aconcagua in Argentina, and Mt. Everest in Nepal—-all with other cancer survivors. I am looking for a sponsor for these climbs and other cancer survivors who will climb with me. If you have any information which could help me, please contact me at (212) 280-7807. In November, 1991, I will run in the New York marathon which is dedicated to "STOP CANCER" because the founder, Fred Lebow, has been diagnosed with brain cancer. This year's race is raising money for the Sloan-Kettering Cancer Center in New York City. If anyone is interested in pledging money for every mile I run, please contact me at (212) 280-7807. If you have cancer, climb a mountain—it helped me—just climb, climb, climb!!!